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TOURISM

CANADA'S TOURISM MONTHLY

September 2003

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Tourism business cycle

CTC adjusting its focus

June numbers disappointing

Discover our true nature

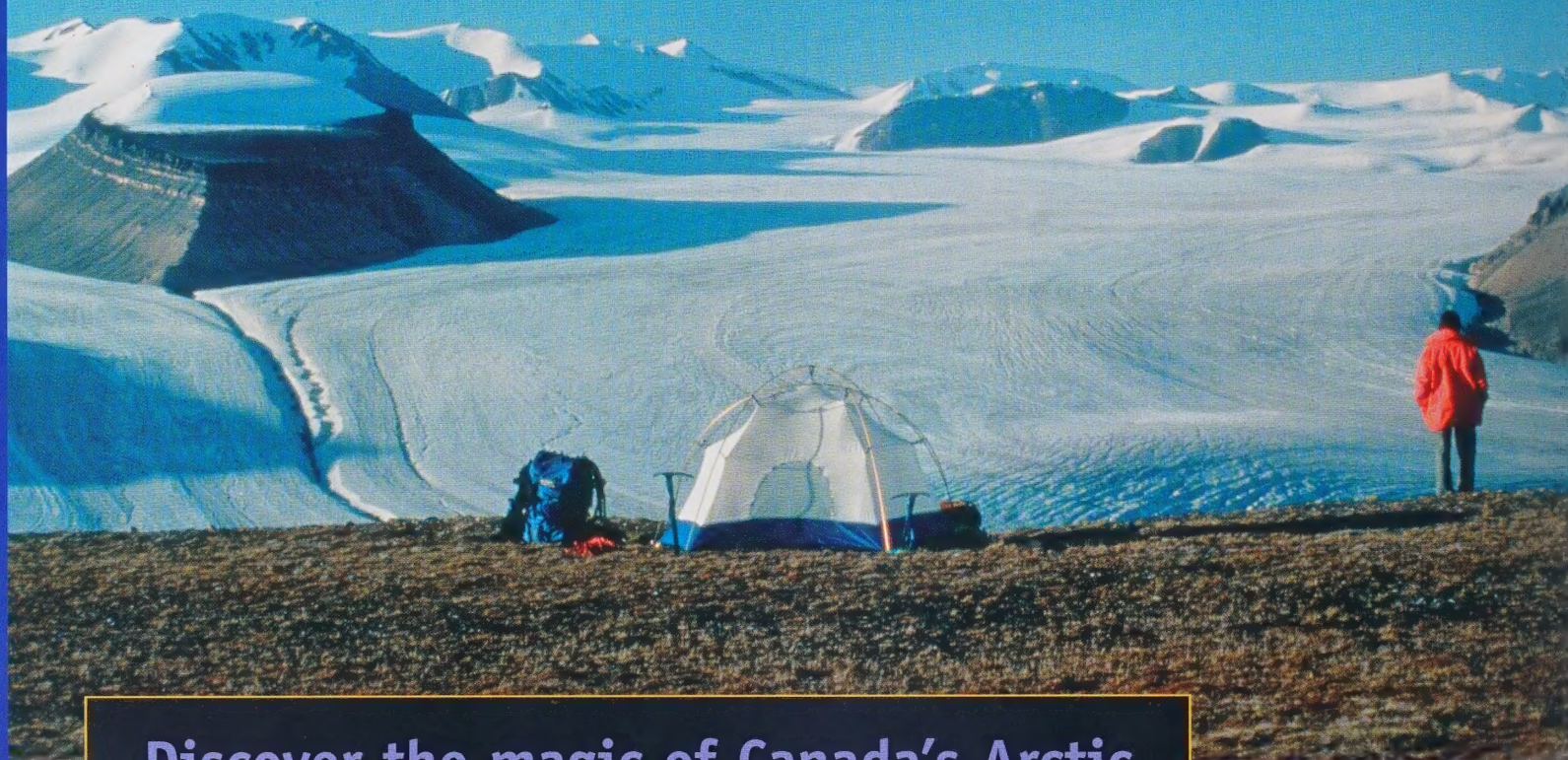
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TOURISM ONLINE

A message from the Publisher

TOURISM magazine will be going online in January 2004, as part of a move by the Canadian Tourism Commission (CTC) to broaden its communications reach and to provide business information to the industry in a timely fashion. The final printed edition of the magazine will be mailed in December, 2003.

For a number of years now, *TOURISM* has been delivering news, information, and opinion relevant to the tourism industry about new national and international marketing initiatives, travel trends, industry issues, and the tourism programs and activities of the CTC and its partners.

TOURISM also provides a voice to the industry, facilitating the discussion of issues and the sharing of success stories and best practices. The printed magazine is currently delivered to over 28,000 subscribers ten times annually, in either English or French according to the subscriber's choice.

Recent events have signalled the importance of implementing a tool to facilitate more regular communication with the industry. An online publication will provide a monthly core of news and analysis, supported by bi-weekly and ad hoc news and information updates on hot issues.

We encourage readers to share their ideas with us regarding this new online publication. Which of our regular features are the most useful to you? Where do you think we might have an opportunity to implement change? An online survey is available at

<http://www.zoomerang.com/survey.zgi?CL4D1ACN7LYQT76QP959CWBR> and will only take a few minutes to complete. Questions or comments should be forwarded to Isabelle Des Chênes, CTC Director of Communications: deschenes.isabelle@ctc-cct.ca.

Ghislain Gaudreault

IN OUR COMING ISSUES

In November, *TOURISM* will examine how well Canada's attractions are prepared to meet future market demand. Do our attractions need upgrading? Do we need new anchor attractions? **Deadline: September 26, 2003.**

In December, *TOURISM* will take a look at winter, an important season for cities, mountain resorts, and many specialized products. Are we living up to our potential? And... Canada's multicultural society is in itself a tourism generator; how well do we take advantage of this to build product and opportunity? **Deadline: October 24, 2003.**

TOURISM

CANADA'S TOURISM MONTHLY

September 2003, Volume 7, Issue 7
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■ The Canadian Tourism Industry

Vision: Canada will be the premier four-season destination to connect with nature and to experience diverse cultures and communities.

Mission: Canada's tourism industry will deliver world-class cultural and leisure experiences year round, while preserving and sharing Canada's clean, safe and natural environments. The industry will be guided by the values of respect, integrity and empathy.

www.travelcanada.ca
www.canadatourism.com (CTX)

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■ Subscribe to *TOURISM*:

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On the cover: Entertaining guests in the ARC Lounge at ARC.the.hotel, Ottawa.

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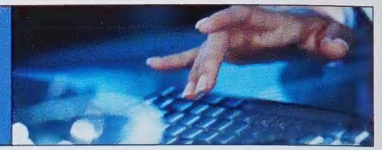
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Editorial

Stormy weather by Peter Kingsmill

It's been quite a summer. War in Iraq and its unsettling aftermath, the SARS crisis that seemed to refuse to go away, the economic impact of mad cow disease, and even a major power blackout in the Ontario heartland that seemed like insult added to injury – all factors combined to make for the "Perfect Storm" scenario that Tourism Industry Association of Canada president Randy Williams refers to in his column on page five.

Meteorologists have referred to unusual combinations of weather patterns creating a multiplier effect that leads to a "perfect storm", yielding much greater total impact than any individual weather occurrence. To be sure, the impacts from this tourism industry storm have resonated far and wide. It has been a summer of failed expectations. Destinations and businesses across Canada have seen decreased visitor numbers and expenditures. A program review at the Canadian Tourism Commission has led to cutbacks in field offices as well as at headquarters. Even *TOURISM* magazine has been affected (note the reduction of 25 percent from 20 to 16 pages) and will cease printed distribution in January, to be produced and distributed only through the Internet.

Of course, the tourism bubble began to collapse almost two years before the 9/11 event, which itself was two years ago. In the intervening four years, much has happened in the marketplace. For one thing, the baby boomers we have courted for so long have aged four years at a time in their lives that, frankly, has them modifying their activities and expectations of a vacation. They are getting older, and given the impact of the economy on their savings, probably not richer.

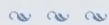
On the other hand, young people now seem to have more disposable income. Young families seem more compact and usually feature two wage earners. Nowadays, many young people seem to heed the old maxim that travel is an essential part of being a well-rounded person.

Whatever research will tell us about the impacts of the last four years, there is little doubt that rebuilding our industry will require rethinking our future. As the storm passes, it will reveal a landscape changed forever. 🍁

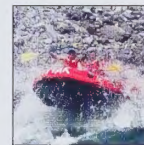
Peter Kingsmill, Editor-in-Chief



Based on recent research, the Hotels Association of Canada is suggesting that Canada may have "bottomed out" in terms of current American travel plans. Compared to the first two weeks of June, five percent more Americans are now indicating a willingness to come to Canada, and seventy percent of Americans are planning on overnight trips in the next 12 months.



August forest fires in Alberta and B.C. have been having some impact on tourism there. While neither jurisdiction has quantified the effect of the fires on visitor arrivals, some individual businesses in affected areas report losses of over a half million dollars although international destinations have not reported being affected. www.for.gov.bc.ca/protect/



After a review of whether the tourism industry should be captured in the compulsory-insurance provisions of the Marine Liability Act, Transport Canada has decided that adventure tourism is a unique aspect of "water transport" and, hence, will be exempt from the compulsory-insurance requirements of the Act. www.tc.gc.ca/listserv/



Whistler and Vancouver are developing strategic marketing and media relations campaigns to take advantage of the unprecedented interest and destination awareness that results from hosting the 2010 Winter Olympics. www.2010tourismnews.ca

Letters to the Editor

I am responding to the letter presented in the *Storefront* section of your June 2003 issue. While the points raised in Ms. Grater's letter have merit in relation to difficulties her own business faces, I feel the headline, *Travelling North Increasingly Difficult*, inadvertently creates a false impression in regard to travel in northern Canada.

I would like to point out that at no time in the North's brief tourism history has travel to, from and within Canada's four northern regions been easier, more cost-effective and robust.

Historically speaking, it was mere decades ago that the opportunity to visit northernmost locales was the preserve of elite travellers and explorers. Looking back to the grand opening in 1972 of Auyuittuq National Park, outside Pangnirtung on Baffin Island in Nunavut, some of the first arctic travel enthusiasts to visit this national treasure actually parachuted in! A publicity stunt to promote the park - yes, but their endeavour underscored the unique challenges and costs that *then* typified arctic travel. A great deal has changed since.

Travel to remote places (and I include Canada's far North in that category) logically dictates service and cost components not encountered in tamer or closer travel adventures. That is a given, whether the trip involves climbing Mt. Everest in Nepal, or photographing the muskoxen roaming Devon Island in the High Arctic.

All stakeholders in the northern tourism marketplace from east to west continue to enhance the travel experiences of visitors by developing new product, instituting greater efficiencies, and making the cost of get-

ting to additional destinations in the North ever more attractive and feasible. Truth be told, dollar for dollar more people today have far easier access, more often, and to more, of Canada's northern communities and regions more cheaply than ever before. The growing numbers of satisfied visitors to the Yukon, Northwest Territories, Nunavut and Nunavik each year bear that out, regardless of whether they arrive via car, boat, or air. 🍁

Tom Koelbel
Above & Beyond magazine



At Issue

by Randy Williams

Navigating the perfect storm

War, disease, airline sector troubles, a general economic slowdown and a strengthening Canadian dollar have highlighted tourism's position on the front line of a national economy that, as a result of globalization, is increasingly vulnerable to external influences. Compounding the effects of 9/11, these events have combined to make at least the first half of 2003 the most difficult period Canadian tourism businesses have ever experienced. The confidence of the travelling public has been shaken, and current and future tourism revenue projections adversely affected.

As the "perfect storm" rages, these key issues tend to dominate the big-picture view of tourism in Canada. Our industry has responded. Tourism businesses are taking a conservative management approach by reducing costs, improving efficiency, and stepping up their focus on customer service and personal attention. They are making efforts to refocus and consolidate in order to build a position of strength for when markets begin to grow again. And tourism organizations are working together more than ever before, forging a growing number of industry-wide partnerships.

The crisis situation has also fuelled greater awareness among Canadians and their governments of the economic and social importance of our industry. Tourism now appears more clearly on the federal radar screen, and Ottawa has announced one-time additional funding for marketing, although a \$5 million cut to the Canadian Tourism Commission's appropriations is an issue for all tourism stakeholders.

But despite industry's best efforts, the recovery of Canadian tourism depends, ultimately, on an improved economy and a rallying of consumer confidence both here and in Canada's major tourism markets. In the meantime, we must not lose sight of the fact that our industry also faces ongoing challenges in a number of other areas. Among them are human resources (which I discussed last time in this column), infrastructure, Canada-U.S. border management, SME financing, partnership-building, risk management and insurance. We must tackle these issues, and others, with renewed determination.

The 2003 National Conference on Tourism is an opportunity for tourism stakeholders to do just that. Hosted by the Tourism Industry Association of Canada at the Fairmont Queen Elizabeth hotel in Montréal from October 26 to 28, it aims to build on the Canadian tourism industry's historical success and strengthen its potential for future gains. The conference, which takes place each fall, is especially timely this year - indeed, the theme of the 2003 event is "Navigating the Perfect Storm."

A variety of conference sessions will focus on solutions in key issue areas, while keynote speakers at the plenary will provide useful insights and global perspectives. Speakers include Transport Minister David Collenette, Peter Schwartz of the Global Business Network, and Jim Frank from the Conference Board of Canada. Also on the program are several networking and social events where delegates can connect and share ideas with colleagues and partners from across the country, and the presentation of the first annual National Awards for Tourism Excellence. Indeed, the 2003 National Conference on Tourism is required networking and information sharing for industry leaders addressing challenges. 🍁

Information: www.tiac-aitc.ca or from mjohnston@tiac-aitc.ca.

Storm warnings: some sobering statistics

The Hotel Association of Canada (HAC) has provided an economic update and forecast that capsulizes the factors contributing to overall tourism picture for Canada this year and next. We present it, in part, below:

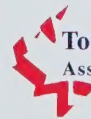
- The Bank of Canada projects economic expansion of 3 percent for the second half of 2003, 2 percent overall for this year and 2.8 percent for next.
- In July 2003, 13,000 positions were lost (10,000 in hotels and restaurants; 7,000 of these in Toronto) and the unemployment rate went up to 7.8 percent from 7.7 percent.
- Inflation is currently at 2.5 percent and according to the Bank of Canada is expected to drop to two percent in 2004.
- A "modest strengthening" in the Canadian dollar toward 76 U.S. cents is expected by the end of 2004, a negative factor for inbound travel from the U.S.
- In 2002, 16.5 million Americans visited Canada, stayed overnight and spent \$8 billion. SARS, Canada's position on the war in Iraq and the Canadian dollar have greatly impacted these numbers in 2003.
- KPMG analysis commissioned for the HAC show that total tourism losses in just Montréal, Ottawa, Toronto, Niagara Falls, Calgary and Vancouver now total more than \$740 million. Toronto alone has tourism losses exceeding \$404 million.
- The U.S. GDP is expected to close 2003 at 2.1 percent growth and to grow by 3.5 percent in 2004.
- All Canadian financial institutions agree that "the fundamentals are in place for strong growth over the next several years". 🍁



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The Tourism Industry Association of Canada is the national voice of the tourism sector and the source of information and development for tourism professionals from coast to coast. If you and your business are part of this vital and thriving industry, join us, let your voice be heard, and benefit from our innovative member programs and events.

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Tourism Industry Association of Canada
Association de l'industrie touristique du Canada



Manitoba develops new model

Travel Manitoba was created "to encourage the growth and development of Manitoba's tourism products and to promote Manitoba as a vacation destination to an expanding global tourism market." A new governance and operating model is being considered to better achieve those objectives.

"As a department of the provincial government we do the generic tourism development and marketing campaigns," says Brigitte Sandron, director of planning and policy development. "Travel Manitoba falls under the jurisdiction of the Culture, Tourism and Heritage wing of the provincial government (which has placed priority on promoting adventure travel, culture and heritage, and aboriginal tourism. Tourism in this province generates over \$1 billion annually, or approximately two percent of the \$50 billion generated nationally.

The operation of Travel Manitoba is divided into three sub-sections; tourism marketing and promotions, tourism development, and tourism services. In turn, each section has its own supporting networks. 2001 saw the creation of a 28-member advisory council, made up of industry members who work closely with Travel Manitoba. "This is a direct link," stresses Sandron. "We do the leg-work and they (industry) provide the feedback."

In the 2003/04 budget, Travel Manitoba received an increase to enhance its U.S. marketing campaign. "Our budget is now \$8.4 million with 80 percent dedicated to marketing and 20 percent to product development. Tourism services represent about 20 percent of the marketing budget." Sandron is confident that Travel Manitoba can adapt to the current tourism climate. "With the recent changes in the tourism environment (war and SARS), we have shifted the budget to place more emphasis on the domestic campaign."

In November 2002 the Manitoba government announced that it intends to move responsibility for tourism to a stand-alone agency.



Photo: courtesy of Travel Manitoba.

Friendly Manitoba.

"We are working in consultation with a Ministerial Advisory Council on Tourism to develop a governance model and business plan," says Sandron.

Max Johnson, president and owner of The Great Canadian Travel Co. and a member of the advisory council, is excited about the upcoming changes. "The old system was absolutely not meeting the requirements of the industry," says Johnson. "For the first time ever we have a government that believes in tourism."

Plans for the new Commission are not yet final but there has been extensive research to develop a system that will work, drawing on other jurisdictions (notably Scotland and Southern Australia) for working models and discussion. The new structure will have one body taking over research and development, along with the operations of the Manitoba Tourism Education Council.

Each product cluster will elect a member to the board of directors of the new commission. The member will not be a representative of his or her cluster, to avoid conflict. Rather, they will be chosen for their expertise and specialized knowledge. The new system is designed to give the industry much closer ties to the governing body than in the past. "Everyone (in the tourism

industry) will be no more than one step away from the table," says Johnson. "Our task is to provide a structure that will promote growth in the industry. Manitoba has a lot of good will, and great people."

The new structure, still under review, is tentatively slated to begin operation in the fall of 2004. 🍁

Information: bsandron@gov.mb.ca or max@gctc-mst.com

CTC adjusting its focus

Over the past several months, the Canadian Tourism Commission (CTC) has carried out a review of all of its programs and investments. A number of changes are now underway to maximize investments in programs and to minimize the overhead required to effectively deliver those programs. The program review included input from the chairs of the working committees and was done under the direction of the Crown Corporation's Board of Directors.

Among the steps being taken are the merging of the Australia and New Zealand offices into Australia and the merging of the Hong Kong and China offices in China, as well as reduction of staff in Italy, the Netherlands, Hong Kong and Japan.

In Ottawa, the Meetings, Conventions and Incentive Travel (MC&IT) program has been incorporated into the U.S. sales operations, and there have been staff reductions in procurement, information technology, MC&IT, product development, E-marketing and communications.

CTC acting president and CEO Doug Fyfe explains that the program review took a critical look at markets and the opportunities they presented over the next five years, identifying ways to assist a tourism industry in crisis. "These are incredibly trying times for the tourism industry," says Fyfe. "Weak global economies, the war in Iraq, SARS, and the struggling airline industry have all had a significant impact, and faced with shrinking program dollars and rising operational costs, we must take timely action to ensure our ability to serve the industry." 🍁



Storefront

Time to move on Travel Exchange by Marc-André Charlebois

I am more than a little annoyed at the lack of vision and imagination shown by various levels of government in their efforts to forge a recovery plan in the wake of the SARS debacle. It is true that both the Federal government and the Ontario government have announced specific initiatives (with quite a bit of money attached) to re-energize our efforts to market Canadian events and destinations. What they fail to realize is that there is a major missing link in the equation: a proper conduit, or pipeline, for consumers to actually select a holiday destination and book it in real time, in a secure environment where their money is kept in trust until the trip is taken.

Those who have read my regular column will know where I am going here. I am describing the Canadian Travel Exchange (CANTX) of course, a made-in-Canada, industry driven, solution. CANTX is designed to enable Canadian travel agents and tourism product providers to work together to package, list and sell Canadian destinations and experiences in Canada and abroad.

We have yet to secure a firm commitment to assist in the development and construction of this important piece of missing infrastructure. Everyone we have spoken with agrees that the concept is unequalled and unique. All

stakeholders want this business-to-business Web portal available now, and they all believe in its worth and significance for the travel and tourism industry. However, we are having a hard time funding the project. The Ontario government is ready to consider serious support but awaits a signal of interest (and commitment) from the federal government. The Ontario Tourism minister likes the project very much but feels that this kind of initiative, which will benefit all of Canada's tourism industry, should not be financed mostly by Ontario.

One thing is clear: CANTX is designed as a private sector venture and government funds would only serve as seed money to kick-start the program, at a time when such a tool would contribute immensely to the recovery of the tourism industry. A lot of private sector investors are standing by the pool waiting to jump in; they are waiting only for assurance that all levels of government are on board. As instigator of the initiative, the Association of Canadian Travel Agencies has already invested significant "sweat equity" in CANTX; failure at this point, resulting from lack of foresight, would be deplorable. 🍁

Back to school

This fall, it may not only be the kids returning to school. A recent joint meeting of the World Tourism Organization (WTO) Executive Council and the WTO Education Council worked to establish the key role that education plays in the

development and sustainability of the industry.

The WTO has realized the importance of creating a means to set standards for tourism industry education, and the education council argues that there is a growing dis-

parity amongst tourism education centres world-wide; some still teach the "rigid and static systems of the past" which do not apply to the dynamic world of tourism today.

The WTO hopes the certification system will help to break down the differences, contributing to the quality and efficiency of tourism training and education on a global

scale. The specific goal is to "establish a quality standard for tourism education and training systems, and smooth the way towards greater pedagogic productivity in tourism." The system has been very popular and can be found in institutions around the world, from Athens to Zagreb. 🍁

Information:
www.world-tourism.org

Sport tourism in ascendancy

Rick Traer, CEO of the Canadian Sport Tourism Alliance (CSTA), is enthusiastic about the announcement by the International Olympic Committee that Vancouver has won the right to host the 2010 Winter Olympic Games. "This is not just a terrific opportunity for Vancouver and Whistler, but for the province of British Columbia and communities across Canada who have embraced sport tourism as a grassroots economic development initiative," says Traer.

The CSTA is a national organization with over 60 municipal members, set up to market Canada internationally as a preferred destination for sport events. The organization has developed a number of leading edge industry tools, including the *Events Database and Search Engine*, which currently contains over 250 events that are open and available for bid. The CSTA also recently launched *Sport Tourism Economic Assessment Model (STEAM)*, the world's first Web-based tool to evaluate the economic impact of a sport event on a community.

The sport tourism industry is a \$2 billion enterprise and growing, making it the fastest growing tourism industry segment in Canada. "The growth of the industry over the past three years has been phenomenal," notes Andrée Steel, CSTA president. "Sport tourism remains a stabilizing force within the tourism industry, particularly during periods of high industry volatility." 🍁

Information: Andrée Steel (613) 237-5150 ext. 115

Deferral programs respond to crisis

The *Travel Industry Cost Coalition* has welcomed an \$80 million airport rental deferral program from the federal government as a first step in responding to "systemic problems with Canada's air travel sector."

Coalition members include the Association of Canadian Travel Agencies, the Canadian Airports Council, the Hotel Association of Canada, the Tourism Industry Association of Canada, the Air Transport Association of Canada, and the Canadian Chamber of Commerce.

There is a strong sense that the rent deferral program may come up short. In a press release, Roland Dorsay, president and CEO of the Canadian Airports Council, noted, "Canadian airports and the people who use them have been sinking under the weight of ever increasing federal airport rents." He added, "we are pleased the Cabinet has recognized the problem, but what has been proposed does not address the long term problems we face."

The airport rent deferral program is only one response by federal departments and agencies to the crisis in the tourism industry. The Business Development Bank of Canada (BDC) is offering clients who have been affected by the economic impact of SARS the opportunity to defer capital payments for a four-month period. 🍁



Untangle the Web

by WorldWeb Travel Guide

I would like to purchase a Property Management System for my inn. Should I consider a Web-based system?

In general, Web-based Property Management Systems (PMSs) lack the sophistication to handle the complex needs of larger hotels but they can be quite attractive for inns, bed & breakfasts, lodges and even smaller hotels.

A Web-based PMS operates much like a traditional PMS software application except administrative tasks are performed via the Internet (instead of your local computer). Like a traditional PMS, a Web-based system can control room inventory and perform a variety of accounting and marketing functions. Unlike a traditional PMS, your property data is stored on your provider's computers. A Web-based PMS has several advantages:

- ✓ Your regular inventory is used for online reservations.
 - ✓ Software installation is not required and software is always up to date.
 - ✓ Your PMS is accessible from any computer with an Internet connection.
 - ✓ Reservation information is backed-up by your PMS provider.
 - ✓ Reservation system is protected against computer viruses.
- There are some potential drawbacks. Be sure to keep the following in mind:
- ✓ You need to find a provider who has a proven track record.
 - ✓ You are relying on their machines to run properly.
 - ✓ You must have a reliable Internet connection. Also, have a back-up plan if your connection goes down. 🍁

WorldWeb Travel Guide is a travel-planning Web site offering online advertising, and Web site hosting & design services.
info@worldweb.com



Captive audience for Canada!

The Canadian Tourism Commission has teamed up with British tour operator Canadian Affair, and provincial DMO Travel Alberta to test a one-month promotion in London taxicabs with "Cabvision" during its start up period. The campaign began July 21. Cabvision is a new and unique form of TV advertising; 100 London cabs now have television screens installed with 4 channels (including CNBC, Comedy, Lifestyle and London), which passengers cannot turn off. A two and a half minute advertisement will run across all four channels at the start of each journey; only when the advertisement has run its course, can passengers decide which channel to watch.

A 30-second spot featuring a Canada Competition will play, followed by a short safety message before the main

advertisement about Canada is featured. Further 10-second competition reminders feature every 5 minutes. Passengers can enter the competition by calling a premium rate phone number and leaving their phone number. The average cab journey time is 18 minutes and most passengers will see the advertisement at least twice in that period.

The competition prize is an eight-night holiday at Edmonton and Jasper, flying with Canadian Affair including car hire, to be taken in September/October 2003 or May 2004. The participating partners will be able to assess the success of the campaign by the competition response levels and booking levels with Canadian Affair. 🍁

Information: drake.kirsty@ctc-cct.ca

Whales may lure visitors

Whales of the Saguenay/Tadoussac region of Quebec have made it onto breakfast television in the UK! GMTV, the UK's largest breakfast television programme with 6 million regular viewers visited Quebec during the week of July 21st to 25th. Despite bad weather, the show's presenter so enjoyed her visit that the editing crew spent 3 hours re-colouring the film, which was aired three

times Monday July 28. A second film about the region and beluga whales aired on July 29th.

The Canadian Tourism Commission (London office), together with Destination Québec and industry partners, initiated the project and provided assistance. 🍁

Vancouver featured on Japan television

NHK Noddo-Jiman in Vancouver 2003 Committee and NHK (Japan's National Public Broadcasting station) chose Vancouver as a location for the "Noddo-Jiman 2003 Overseas" broadcast. As a result of the local Japanese-Canadian (Nikkei) community's effort, Vancouver was chosen over competitors such as New York and Los Angeles; the show was broadcast live throughout Japan at noon, July 6, 2003

(Japan time). Some 25 million viewers watched the 75-minute broadcast.

The Canadian Tourism Commission supported the Noddojiman project with a \$10,000 cash contribution to the Vancouver committee, along with expected \$5000 contributions from Tourism B.C. and Tourism Vancouver. 🍁

Dallas on ice!

At the end of September, the Canadian Tourism Commission (CTC) in Dallas, Texas will host the *Canadian Ice Cuisine Event*, focusing on Canadian cuisine along with winter MC&IT product in Canada. With the goal of supporting CTC cuisine and winter product clusters, the event is offering clients a unique networking experience and a break from the Texas heat.

The clients are meeting planners and decision makers from the Dallas/Ft. Worth area, in addition to select clients to be flown in. Canadian participation is open to all MC&IT partners. Four chefs will be flown in from across Canada, representing various cuisines: Chef Pierre Le Crum from Fairmont Hotel Vancouver,

Chef Allistair Barnes of Canadian Rocky Mountain Resorts (Alberta), Chef Gurth Pretty of Epicurean Expeditions (Ontario) and Chef Jean Derez of Wyndham Hotel in Montréal. Beverages will include Ice Wine, Canadian beers, including 'Ice' beers, and Iceberg Vodka - to be served from an 'ice luge', all served in a venue decorated in a winter theme. Students from the Dallas Art Institutes' Culinary School will provide ice carvings and on-site ice carving demos as well as assistants for the Canadian chefs. 🍁

Information: galloway.sandi@ctc-cct.ca

Good news from down under

Canada's popularity as a premier long haul travel destination in the Australian market continues to grow, with recent travel statistics indicating that Australia was one of only two countries outside of the U.S. to experience growth into Canada in May 2003. (Indonesia also registered growth in that month.)

Figures released by the Canadian Tourism Commission (CTC) indicate for the period January to

May 2003 nearly 55,000 Australians travelled to Canada, a 5.41 percent increase over the same period in 2002. For the month of May, 16,132 visitors made the journey from Australia, a 0.75 percent increase over May 2002.

The positive increase in arrivals for May demonstrates the resilience of the Australian traveller. This growth comes at a time when the World Health Organisation (WHO) and

Australian Department of Foreign Affairs and Trade (DFAT) had issued travel warnings for Toronto as a result of SARS. These warnings were initially reported in some cases incorrectly in the Australian media as travel warnings for the whole of Canada. Even despite this, a positive increase in arrivals was attained.

"More Australians than ever are travelling to Canada to experience the freedom of a fly/drive holiday,

which allows them to explore the diverse attractions of Canada at their own pace. Australian wholesalers are offering very competitive pricing, making a fly/drive holiday in Canada excellent value for money," says the CTC's Donna Brinkhaus. 🍁

Information:
brinkhaus.donna@ctc-cct.ca

Note: Growth from Australia continued in June (see page 13).

Calgary's culinary hub by dee Hobsbawn-Smith



Trying to demystify the art of cooking.

To Gail Norton, the plain building housing her business is not even window dressing. It's just exterior. For Norton, the treasure trove is the store within, like a secret centre inside a crusty croissant. Inside the Building

Bloc, Norton's Cookbook Company shares walls, bricks, and mortar with a bakery and a wine shop in a synergistic foodie emporium. The Cookbook Company began in 1984 with 350 book titles, and

has expanded into a bookstore that is also a specialty food shop, cooking school and catering company.

What makes it onto the crowded shelves is dictated by Norton's wide interest as a cook. "We look for local teachers and producers first," Norton says. Beyond that, a food product must pique the interest of Norton or her staff, all keen cooks and bakers. The shelves of the store are filled with what Norton characterizes as the fun part of cooking – condiments, chutneys, sauces, oils and vinegars, led by locally produced items like Highwood Crossing's cold-pressed canola oil, produced just south of Calgary – and cheeses, including Natricia Dairy's hand-ladled chevre, made in Ponoka, a small town north of Red Deer.

The local scene is also well served by Norton's other venture, the ten-year-old Calgary City Palate.

The bi-monthly publication focuses on the city's food scene, and sponsors the annual Foodie Tootle, now entering its fifth year. The Tootle is a bus tour that transports 40 city-dwellers and a facilitator to three regional farms at the height of the summer growing season. The purpose of this grassroots experience is to re-connect urban residents with the rural growers and producers who make and grow food.

Norton's philosophy is simple. "We don't try to mystify cooking at all. You don't need a rocket science degree to cook well. Just cook food you really like, and encourage people to do the same." 🍁

dee Hobsbawn-Smith is a Calgary-based chef, author, food writer and educator.

Information: www.citypalate.ca

New Brunswick celebrates local cuisine

What subject do most people have in common? An interest in food. What creative outlet do more people have a passion for than any other? Cooking. How do you get shy new Canadians to open up about themselves? Just ask about their native country's cuisine.

Surveys conducted by the New Brunswick Department of Tourism and Parks have shown that the number one reason why tourists come to New Brunswick is to sample its fresh seafood, particularly its lobster. And, if most tourism association offices

in other provinces across Canada are anything like the one in New Brunswick, their employees can be overheard discussing what they made for dinner last night, where they're going for lunch that day, or what restaurants they intend to try over their holidays or weekend getaways.

Tourism Industry Association of New Brunswick (TIANB) president, Yvan Laviolette, and executive director Réal Robichaud are leading the way to enhance New Brunswick's cuisine profile with a membership drive aimed at recruiting many more

of the province's 700 restaurants. Together with TIANB's information technology coordinator, André Leger, they have been researching and designing Web site pages detailing new services to be offered to restaurant members.

TIANB has accepted the responsibility of becoming the province's central organization for restaurants; indeed, the program for the association's fall conference (October 17 and 18) includes numerous

speakers focusing on various aspects of culinary tourism. 🍁

Information: www.tianb.com





Learning travel alliance growing

The Learning and Enrichment Travel Alliance (LETA) has seen its membership base more than double over the past year. "With over 80 members, we have created a strong network of like-minded businesses throughout Canada," says director of development Michelle Neilson. "(Our goal is) for Canada to position itself as a stage for learning travel – a country that offers something more for the traveller than look-see travel."

LETA represents both large events and travel packages along with small businesses offering the rich experiences that are often missed by visitors who come to explore Canada and who are seeking something more than a traditional vacation. This past summer, LETA profiled some of these small suppliers who are new to the LETA network and

who offer learning and enrichment travel vacations into some of the less explored wilderness of Canada.

For example, *Places Less Traveled* (www.purcell.com) offers more than just a guided mountain holiday. Guests travel through some of British Columbia's most remote landscape with mountain ridges, alpine meadows, lakeside wetlands, and pristine sub-alpine forests.

Located near Mission in British Columbia, *Xa:ytem* (www.xaytem.ca) is a 9000-year-old village site that features a sacred transformer stone and British Columbia's "Oldest House". *Xa:ytem* has been a gathering place for "People of the River" for thousands of years, and continues to be a place of sharing and teaching of Sto:lo culture, history,



Photo: courtesy of LETA Canada.

Echo Valley Ranch & Spa (www.evranch.com) in British Columbia is another example of how Canadian travel suppliers are creating new and unique ways to explore and experience Canada in a way that is up close and educational. One of their new programs is called the *Thai Experience*.

archeology and spirituality. Visitors to this authentic village site can tour the longhouse, participate in a drum making or basketry

workshop, or take a Northwest Coast carving class. 🍁

Information: www.letacanada.com

CTC at the table



Canada has taken steps to develop cuisine as a tourism product.

Cuisine and gastronomy are elements that add to the cultural tourism experience. Interest in food and wine has grown in recent years on a global scale and forecasts call for sustained momentum. Canada has taken steps to develop cuisine as a tourism product.

Over the past three years, the Canadian Tourism Commission (CTC) has invited a cross-section of industry representatives interested

in both tourism and cuisine to nine regional round tables across Canada, as well as a National Tourism and Cuisine Forum. These initiatives were a first step in identifying cuisine's potential contribution to tourism (and vice versa) and put into action a product development strategy to strengthen this relationship to the benefit of both.

The culinary tourism sub-committee of the CTC has been in place since January 2003 and includes members from different regions of Canada. At its first meeting in Montréal in March 2003, the committee defined an action plan that includes projects such as the CTC China 2004 Calendar, the completion of a "how to develop a culinary tourism product guide" including an elaborated checklist (document will be made available to the industry this fall), possible partnership with Lay's Canada (Taste of Canada potato chips), a brochure on regional Canadian food products in partnership with Cuisine Canada, and a roundtable for cuisine-related festivals and events organizers in New Brunswick (in partnership with TIANB).

The committee will reconvene this fall in Calgary and will also meet with Alberta culinary tourism industry stakeholders to discuss local initiatives and success stories. 🍁

Information: deneault.mylene@ctc-cct.ca or 613-952-1867

B.C. launches culinary tourism initiative

A Canadian Tourism Commission (CTC) roundtable meeting in May 2000, organized to discuss cuisine tourism in B.C., triggered the formation of a group of restaurateurs, chefs and tourism associations as the B.C. Culinary Tourism Society. "We want to include restaurants that are market-ready now," says society chair Don Monsour. "We are going after the quality boutique restaurants throughout the province as so many of them go unnoticed; we want to include them with those who have already put B.C. cuisine on the map." From the cities to the valleys, B.C. is already a destination for the gastronomic crowd.

Nationally, a *Cuisines of Canada* program is being developed to highlight the distinct culinary offerings of each province and B.C. is positioning itself to follow the lead with its own Taste of B.C. promotions. "The B.C. Restaurant and Foodservices Association has been participating in Culinary Tourism Society initiatives and will certainly facilitate any legitimate vehicle which seeks to recognize and enhance the profile of culinary tourism," says Geoffrey Howes, association chair. 🍁

Information: www.culinarytourism.org/pdf/2003_02_VancouverSun.pdf

Product Clubs

Schoolwork never tasted this good!

by Gurth Pretty

Without food, travelling is impossible - no food, no energy, no drive! Through food, one discovers the customs and rituals of a culture. With food, one makes new friends and wonderful memories. Food is an important factor in creating a remarkable tourism experience. What better way to become immersed in a country's culture and cuisine than by participating in a cooking class!

Culinary vacations to France and Italy are very popular. They have well-established cooking schools promoting their regional cuisine. Canada's culinary tourism industry is rapidly growing as more and more Canadians are identifying and branding their regional culinary uniqueness. Entrepreneurs are forging ahead, opening cooking schools across our country offering different types of programs and facilities.

From corporate-managed locations in big cities, to independently-owned

schools in small towns, or culinary resorts in the countryside, a cooking class can easily be added to a tour agenda. Schools are located within historic homes, wineries, inns, bed & breakfasts, or even at country estates. Most schools provide a three-course meal with wine as part of the package. Class formats vary from demonstration-only sessions to hands-on workshops, and range in length from two to five hours depending on the format; for the serious foodie, some schools will even organize two to five-day culinary vacations! For more information visit the "cooking and wine schools - recreational" page of www.shawguides.com. 🍁

Gurth Pretty is the adventurous chef of www.epicureanexpeditions.com.

He is the Ontario representative on the Cuisine sub-committee of the Canadian Tourism Commission

Learning travel in the North

Launched in October 2002, the Northern Learning Travel Product Club (NLTPC) aims to focus on the creation of products that position the North as a vibrant, exciting, high quality travel destination for learning travel experiences. The club will concentrate on the development of cultural, arts, educational, adventure and First Nation related learning travel products.

The main initiatives will be to conduct market research, create a database of northern learning opportunities, create a "how-to-do" learning tourism workbook, provide workshops, hold a learning travel conference, form partnerships with regional and national learning travel associations and, finally, lead field trips to observe successful learning travel products in Canada.

Founding members of the new product club include the Yukon

Territorial Government, the Yukon First Nations Tourism Association, the Klondike Institute of Art and Culture, Yukon College, the Yukon International Storytelling Festival, and the Yukon Music Camp.

Benefits to members include: access to resources and educational tourism industry news and events, product development workshops and training, industry-related domestic, international and academic market research, and best practices information for educational travel. The NLTPC also puts out a regular newsletter, and has established a Web site. 🍁



North2Knowledge
Learning Travel Product Club

Information: Denise Peter, Business, Culture and Tourism, Box 2703, Whitehorse, Yukon Y1A 2C6

Photo: Pierre Beauchemin, ITIQ. Recipe courtesy of Tourisme Québec.



NOUGAT SOUFFLÉ WITH BERRIES

Ingredients

1 litre + 3 tbsp	35% cream
100 g	readymade hard white nougat, in small pieces
40 g	dried blueberries
20 g	dried cherries
60 ml	kirsch or cherry alcohol
50 g	grilled pecans
85 g	honey
7 g	sheet gelatine (3.5 sheets)

Soufflé Preparation

Whip the 35% cream. Combine all other ingredients except the gelatine. Gently incorporate the cream. Soften the gelatine in 3 tbsp of preheated cream, and add to the preparation. Immediately pour into a mold and put the mold into the freezer. Unmold 30 minutes before serving.

Presentation

Form petal shapes out of white almond paste and arrange them around the perimeter of a plate. Use a circle of yellow almond paste for the centre of the flower and place the soufflé on top. 🍁

Trans Canada Trail

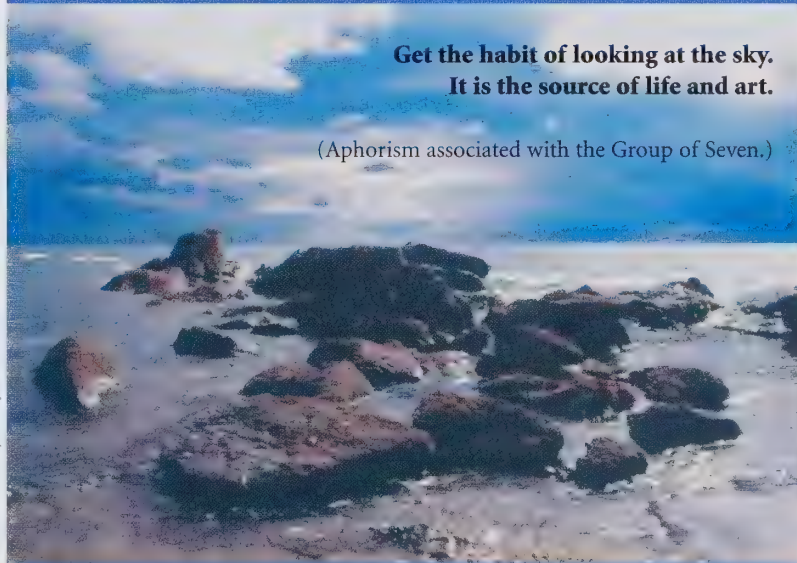
Ontario

Population	11,410,046
Area	1,068,580 km²
Trans Canada Trail	3,400 km

**Get the habit of looking at the sky.
It is the source of life and art.**

(Aphorism associated with the Group of Seven.)

Photo: John de Visser, courtesy of the Trans Canada Trail Foundation



Lake Superior, the largest body of fresh water in the Americas and second-largest in the world, seen from south of Wawa.



The Research Viewpoint

Tourism business cycle by Scott Meis

Lately we have all been preoccupied with day-to-day crises hitting the tourism sector, as well as managing changes in the business. But this month is a good time to recall that there are some aspects of tourism, which are based on longer-term historical patterns. Patterns that give hope for the future.

The crises of 9/11, military action in Iraq, and SARS have hit the tourism sector hard, and we have published figures on the huge costs – actual and anticipated – of these events. As well, we are witnessing some changes in structure in the way business is done, with the Internet playing a new role and travel agents adjusting their businesses.


In the midst of all the action, we sometimes lose sight of the fact that there are longer-term patterns and trends that can be discerned behind all the short-term noise. We call one of these the “tourism business cycle”.

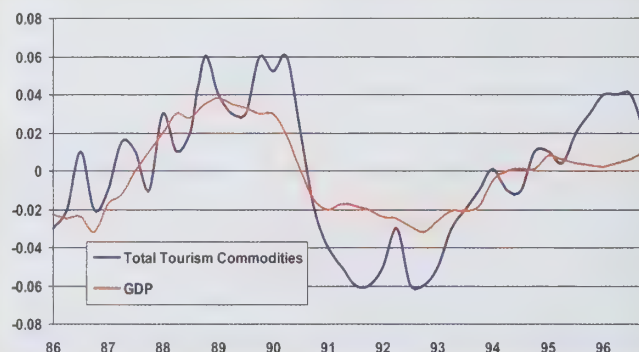
The tourism business cycle is based on fundamental macroeconomic conditions, and rolls over approximately a ten-year period. It was first detailed for the Canadian tourism economy in University of Waterloo professor David Wilton's 1997 report on recent developments in the sector based on the system of National Tourism Indicators (NTI).

Professor Wilton's report studied tourism supply and demand over the 10-year period from 1986 to 1996 (we are currently in the process of updating this report). The report's findings reveal the tourism business cycle follows the overall Canadian business cycle quite closely, except it shows slightly larger fluctuations (see chart). When the four major tourism commodities were measured, it was found that the same fundamental economic conditions driving the overall economy also drive tourism, such as disposable income, price indexes and employment levels. There was a large amount of variation across the tourism sector when demand for individual products and services was measured. As well, employment in the tourism sector did not exactly follow the business cycle.

At least some of the challenges faced by tourism businesses are because of this natural correction in the growth of our industry. To some extent the tourism sector, along with the Canadian economy, has been slowing down since the beginning of this decade, an observation supported by figures from the mainstream media detailing a bear market for equities during the past few years, and sales at investment firms declining every year since 1999. The short-term crises of the past few years have all had the effect of exacerbating a trend already under way.

We can use history as one of our guides, along with other indicators such as the consumer confidence index, to offer hope to businesses and financial institutions wondering when to reinvest in the tourism sector. Barring other crises, we estimate that the tourism sector will come out of its current trough in early 2004 and begin its upward climb again. By 2005-2006, we project the sector will reach the sales levels recorded in 2000, and continue rising.

We must take stock of short-term crises, because they have devastating short-term effects. In general, however, the future looks better than the recent past. Spring will come again to the tourism industry. 



Tracking recovery advertising impact

This spring, in response to a crisis in consumer confidence in travel to Canada from her major markets in the U.S., a supplementary campaign was put into effect to re-stimulate travel to Canada. The campaign ran from May 26 to June 30 using a combination of newspaper, radio, direct mail and Internet advertising. Radio spots began airing on May 26 and were supported by high impact newspaper advertisements.

Pre- and post-campaign surveys were conducted by telephone in the seven targeted cities, using a random sample of Americans aged 25 and over who had travelled in the past


two years on a pleasure trip of at least 100 miles away from home and stayed at least one night in commercial accommodation or who planned to take such a trip in the next two years. The sample was 1,752, which included 250 in each of the following markets: Boston; New York; Philadelphia; Chicago; Detroit; San Francisco; and Seattle.

Key findings show that top-of-mind unaided vacation destination awareness of Canada remained basically unchanged at 4 percent before the campaign versus 5 percent after. City by city, awareness of Canada as a vacation destination remained

stable, although in Seattle a significant increase was recorded (25 percent versus 17 percent).

Awareness of newspapers and radio ads (the two dominant media used in the campaign) both improved, and Internet recall was up. Interestingly, among those aware of advertising for Canada, 31 percent recalled the slogan Discover Our True Nature, virtually double pre-campaign levels.

Likelihood to visit Canada in the next two years is now at 35 percent, up from 31 percent one month before. Chicago recorded the largest jump in likelihood of visiting – up

10 points to 30 percent. While likelihood to vacation in Canada during the next two years increased, intentions to visit in the short term (next six months) did not change, remaining at 16 percent. Short term intentions are highest in the near-border cities. 

The research was conducted by Insignia Marketing Research Inc. for the Canadian Tourism Commission.

Information:
www.canadatourism.com

A MONTHLY GUIDE TO TRAVEL AND TOURISM DATA

TOURISM ACTIVITY	REFERENCE PERIOD	QUANTITY	% CHANGE FROM PREVIOUS YEAR
TOURISTS TO CANADA			
From the U.S. - Total	January-June 2003	5,519,761	-14.4
By Auto	January-June 2003	3,514,218	-15.4
By Non-auto	January-June 2003	2,005,543	-12.6
From Overseas - Total	January-June 2003	1,346,498	-13.8
United Kingdom	January-June 2003	312,572	-3.5
Japan	January-June 2003	106,050	-34.0
France	January-June 2003	109,711	-6.0
Germany	January-June 2003	97,471	-11.4
Hong Kong	January-June 2003	34,772	-34.8
Australia	January-June 2003	71,606	4.5
Taiwan	January-June 2003	21,112	-55.1
Mexico	January-June 2003	58,031	-3.0
Korea (South)	January-June 2003	55,066	-14.0
OUTBOUND CANADIAN TOURISTS			
To the U.S. - Total	January-June 2003	5,771,295	-4.2
By Auto	January-June 2003	3,107,555	-5.7
By Non-Auto	January-June 2003	2,663,740	-2.5
To Overseas - Total	January-June 2003	2,722,566	6.7
EMPLOYMENT IN TOURISM			
Total Activities	First Quarter, 2003	562,800	2.5
Accommodation	First Quarter, 2003	128,300	0.7
Food and Beverage	First Quarter, 2003	134,000	0.7
Transportation	First Quarter, 2003	81,000	7.7
SELECTED ECONOMIC INDICATORS			
Personal Disposable Income per person (\$)	First Quarter, 2003	22,662	0.9
GDP at market prices (current, \$ billion)	First Quarter, 2003	1,211.1	2.5
GDP chained (1997, \$ billion)	First Quarter, 2003	1,090.4	0.6
CPI (1992=100)	June 2003	122.1	2.6
EXCHANGE RATES (IN CDN\$)			
American dollar	July 2003	1.3815	-10.6
British pound	July 2003	2.2412	-6.8
Japanese yen	July 2003	0.0116	-11.4
EURO	July 2003	1.5696	2.2

Note: All tourist estimates deal with trips of one or more nights; all data on this table is not seasonally adjusted.

Sources: Statistics Canada and the Bank of Canada.

June numbers disappointing

The decline in tourist numbers slowed in June 2003, but were still under the effects of the global reaction to SARS and fears of its transmission. Other factors included continuing tension in the Middle East and world economic slowdown. The numbers recorded in June 2003 were low, dropping to volumes recorded in 1994.

Total international overnight travel to Canada in June 2003 dropped 17.2 percent when compared to June 2002. For the year to date, international overnight travel to Canada was down 14.3 percent over the first six months. The volume of overnight travel from the U.S. dropped

16.5 percent in June 2003 over June 2002 – five consecutive months of decreases in the volume from the U.S. June 2003 marked the fourth consecutive monthly decrease in overnight trip volumes from overseas regions, having recorded a 19.8 percent decrease over June 2002.

For the year 2003 to date, international travel to Canada was 6.87 million overnight tourists, a significant decrease of 14.3 percent when compared to the first six months of 2002.

Information:
www.canadatourism.com

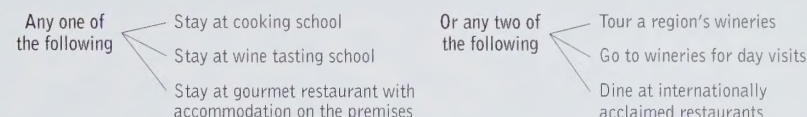
TAMS



Good food is a growth industry

The Canadian Tourism Commission's (CTC) most recent series of TAMS (Travel Activities and Motivation Survey) analysis demonstrates that the Wine & Culinary travel market is an important and lucrative segment and one where strong growth is anticipated over the next twenty-five years. This growing market is profiled in two new TAMS reports – one for the American market and one for the domestic market.

Canadians and Americans who have had some recent Canadian tourism experience and exhibit a particular interest in fine foods and wine were the focus of the *Wine & Culinary* reports. As such, those profiled had taken leisure trips to Canada and, in most cases, to other destinations in the past couple of years, and had engaged in the following activities on these trips:



Some key findings from the *Wine & Culinary* reports:

- The Wine & Culinary Enthusiasts (WCE) market is appreciably larger in the U.S. (21.6 million travellers) than it is in Canada (1.8 million travellers). Among WCE travellers with recent leisure travel experience in Canada, there were 1.5 million Canadians and 5.5 million Americans.
- These Canadians and Americans differed with respect to the degree of overlap with other TAMS activity-based segments. While there was a relatively strong overlap with Soft Outdoor Adventure on both sides of the border (39 percent among Canadians and 35 percent among Americans), the American group was considerably more likely to also be Heritage Enthusiasts and Visual Arts Enthusiasts. Just less than one-third of Canadian WCEs were also Heritage or Visual Arts Enthusiasts while 56 percent of the Americans were Heritage Enthusiasts and 48 percent were Visual Arts Enthusiasts.
- Canadian WCEs were over-represented in Ontario and B.C. and under-represented in the Prairie and Atlantic Provinces. In addition, these Canadians were more likely than average to have travelled to the Atlantic Provinces, B.C., Quebec and, to a lesser extent Ontario.
- While Ontario captured the highest proportion of American WCEs, they were disproportionately more likely than other travellers to have visited Quebec and Atlantic Canada.
- WCEs tend to be well travelled. Europe, sun destinations and the United States represent extremely strong competition for this group; they were the most affluent of all segments and were also significantly more likely to live in adult-only households.
- As a result of expected population growth as well as shifts in regional and age distributions of American and Canadian markets, the WCE market segment is expected to grow – by over 30 percent over the next twenty five years.
- Since older travellers and new Canadians have the tendency to participate in more culturally oriented activities, all of the cultural activity-based segments featured in the TAMS analysis are expected to experience particularly strong levels of growth. 🍁

Information: www.canadatourism.com

Tourism Roundup



Sandy Schick has been appointed senior sales executive for Emirates Airlines for western Canada...

Terry Bubbs, president of Red Robin Restaurants of Canada, has been appointed chair of Tourism Vancouver... **Julie Canning** took over as president and CEO of the Banff/Lake Louise Tourism Bureau on August 5... **Gopal Rao** has been appointed vice-president of sales and marketing for Travelodge Canada.

Philip Chang has been appointed director of sales and marketing at The Fairmont Hotel Macdonald... **Sharon Cohen** has been promoted to director of sales and marketing, and **Genevieve Parent** appointed as director of public relations, for the Fairmont Le Château Frontenac.

L. Joan MacAlpine (Moncton South) has been appointed Minister of Tourism and Parks for New Brunswick... Tourism British Columbia has appointed **Maria Greene** as North America sales manager... Tourism Toronto has appointed **Susan Carter** vice-president, marketing and communications... Signature Vacations has named **Sandra Krotez** to the post of manager, group sales and passenger services... **Shannon Hyland** has been named general manager of Canada and Latin America, as well as vice-president of strategy for the Americas, for Galileo International.

Racelle Kooy has left Aboriginal Tourism Team Canada's office in Ottawa to pursue a masters degree

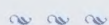
at Simon Fraser University... The Travel Industry of Ontario has selected **Richard Vanderlubbe** as chair, and **Jill Wykes** as vice-chair... **Jens Thraenhart**, director of Internet strategy at Fairmont Hotels and Resorts, has been recognized as one of the "Rising Stars" of the travel industry by Travel Agent magazine. The Western Canadian Wilderness Explorers tourism development partnership in Kimberley, B.C. has hired **Jikke Stegeman** as tourism product coordinator... **Eva Kleinman-Eckert** has been named commercial director, Canada West, for Sunquest Vacations... **Susan Climo**, regional manager Ontario for Carlson-Wagonlit, has been named national chair for the Canadian Institute of Travel Counsellors...

Virginia Doucett has rejoined the Canadian Tourism Commission after several years' secondment to Aboriginal Tourism Team Canada as that organization's executive director.

Jacques Burelle has been named president and chief operating officer of the Ottawa Tourism and Convention Authority... Accent Inns has appointed **Donna Price** as regional sales manager, sports and groups based at Accent Inns' Vancouver Airport office... Banff's Rocky Mountain Resort has appointed **Blair Lebsack** as executive chef... 🍁

Ecotourism business development and destination stewardship is the focus of a four-day conference at Gros Morne National Park in Newfoundland and Labrador, November 13-16, 2003.

Information: www.catic2003.com

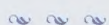


The first International Conference on Culinary Tourism will be held May 15 - 18, 2004 in Victoria, B.C.

Information: www.culinarytourism.org/conference



The Canadian Tourism Human Resource Council will be exploring diversity in the workplace and numerous other HR topics during the third Annual Tourism HR Forum "Learning Leadership Through Diversity", November 21-22 in Ottawa.



The first ever charter flight from Japan has arrived in Calgary. An initiative between Travel Alberta and Kintetsu International Express (Canada) Inc. (with cooperation from three tour operators) made possible three charter flights from Osaka and Tokyo this summer. "While some markets strategic to Alberta have remained soft over the past year, important marketing efforts such as this initiative, have helped in the tourism recovery

process," stated Alberta Economic development Minister Mark Norris.



Sir Sandford Fleming College will present the Ninth Annual Ecotourism and Adventure Tourism Conference near Dorset, Ontario, November 13-15, 2003. The conference will focus on ecological, cultural, economic and global sustainability in the context of the ecotourism and adventure tourism industry. Specifically, the conference will link Canada's responsibility for energy conservation to the ecotourism and adventure tourism travel sectors.

Information:

www.flemingc.on.ca/ecotourism



Effective immediately, British consumers wishing to receive information on Canada should write to: Visit Canada

P.O. Box 170

Ashford, Kent

TN24 0ZX

Tel. 0906 871 5000

(premium rate/60 pence per minute)

visitcanada@dial.pipex.com

After 8 years CTC UK & Ireland have moved their Information Fulfillment Service from Carlson Marketing Services to BP Travel Trade Services effective September 1st. Please check databases, brochures and websites to amend where appropriate. 🍁



Don Monsour

Tourism Profile

To keep our readers informed about key decision-makers in Canada's tourism industry, *TOURISM* is introducing members of the Canadian tourism industry. Each profile highlights the personal vision of these industry leaders as they voice their opinions on important issues facing the tourism sector.



Don Monsour is chair of the Canadian Tourism Commission (CTC) Product Development Committee and the Cuisine Tourism sub-committee. He is a founding member of the Council of Tourism Associations of British Columbia, and was appointed president of that organization in 2001.

Monsour has more than 40 years of experience in hospitality industry management. A partner in several Victoria hospitality-related enterprises and the president of Hospitality Associates, a consulting firm to the hospitality and tourism industry, he is also a member of the Victoria Restaurant Association and the B.C. Restaurant and Foodservices Association.

Monsour is a past vice-chair of Tourism British Columbia and has been a member and director of many organizations including the Canadian Food Services Executives Association, Victoria Chef's Association, Coalition of B.C. Business and the Victoria Chamber of Commerce. He currently holds the positions of chair of the BC Cuisine and Tourism Society and chair of the Destination Consortium.

Monsour feels that the number one priority for the CTC is to respect market demands and market trends and act accordingly. The organization must listen to what the markets are telling us, acting as one voice across all markets. It must take hard decisions to maximize the return on investment of the dollars the CTC receives.

Monsour acknowledges that times have changed and will never be the same again. As a consequence the CTC must change as well, sometimes having to take hard decisions, which some people may not like. 🍁

Starting this fall

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
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To learn more about Long Beach Lodge Resort, go to: www.longbeachlodgeresort.com

Ask our client, Tim Hackett from **Long Beach Lodge Resort**, Vancouver Island, British Columbia. Mr. Hackett opened his luxurious 43-room resort, facing the Pacific Ocean in April 2002, with a little help from the Business Development Bank of Canada (BDC). Today, Long Beach Lodge Resort is famous for its warm atmosphere and friendly personnel, as well as its beautiful and peaceful surroundings. The resort's mission is simply to meet and exceed the expectations of its valued clientèle.

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